



Tapestry Segmentation Area Profile

Ranked by Households

Prepared by ARMS

Counties: Jefferson, AL

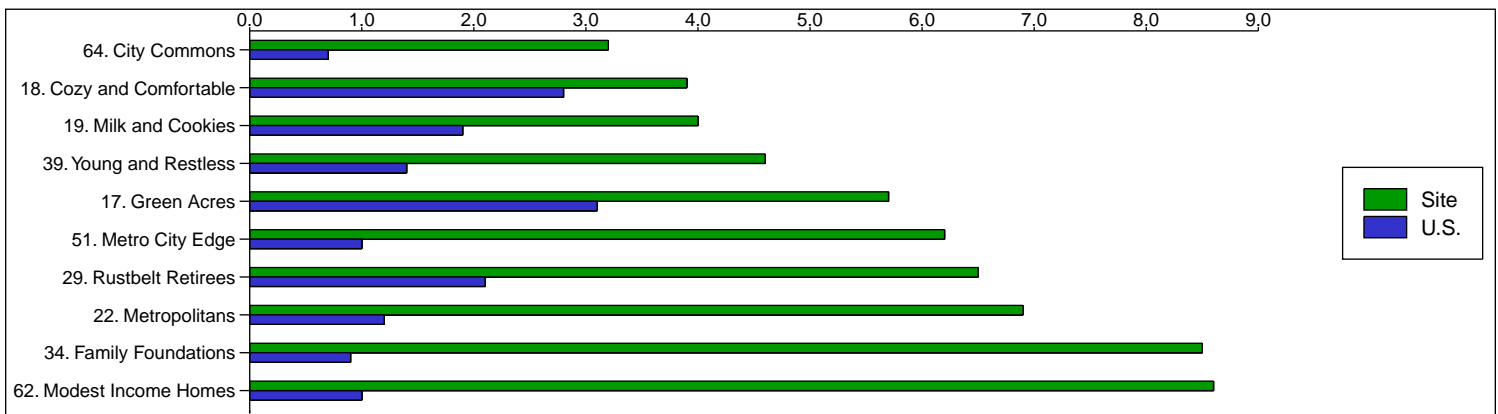
Top Twenty Tapestry Segments

Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	62. Modest Income Homes	8.6%	8.6%	1.0%	1.0%	827
2	34. Family Foundations	8.5%	17.1%	0.9%	1.9%	987
3	22. Metropolitans	6.9%	24.0%	1.2%	3.1%	583
4	29. Rustbelt Retirees	6.5%	30.5%	2.1%	5.2%	309
5	51. Metro City Edge	6.2%	36.7%	1.0%	6.2%	641
	Subtotal	36.7%		6.2%		
6	17. Green Acres	5.7%	42.4%	3.1%	9.3%	182
7	39. Young and Restless	4.6%	47.0%	1.4%	10.7%	324
8	19. Milk and Cookies	4.0%	51.0%	1.9%	12.6%	209
9	18. Cozy and Comfortable	3.9%	54.9%	2.8%	15.4%	138
10	64. City Commons	3.2%	58.1%	0.7%	16.1%	465
	Subtotal	21.4%		9.9%		
11	13. In Style	3.0%	61.1%	2.5%	18.6%	121
12	07. Exurbanites	2.9%	64.0%	2.5%	21.1%	116
13	04. Boomburbs	2.7%	66.7%	2.2%	23.3%	125
14	32. Rustbelt Traditions	2.7%	69.4%	2.9%	26.2%	95
15	50. Heartland Communities	2.5%	71.9%	2.2%	28.4%	117
	Subtotal	13.8%		12.3%		
16	27. Metro Renters	2.5%	74.4%	1.3%	29.7%	184
17	26. Midland Crowd	2.4%	76.8%	3.7%	33.4%	66
18	28. Aspiring Young Families	2.1%	78.9%	2.4%	35.8%	87
19	33. Midlife Junction	2.0%	80.9%	2.5%	38.3%	81
20	48. Great Expectations	1.9%	82.8%	1.8%	40.1%	108
	Subtotal	10.9%		11.7%		
	Total	82.8%		40.1%		207

Top Ten Tapestry Segments

Site vs. U.S.



Percent of Households by Tapestry Segment

Source: ESRI



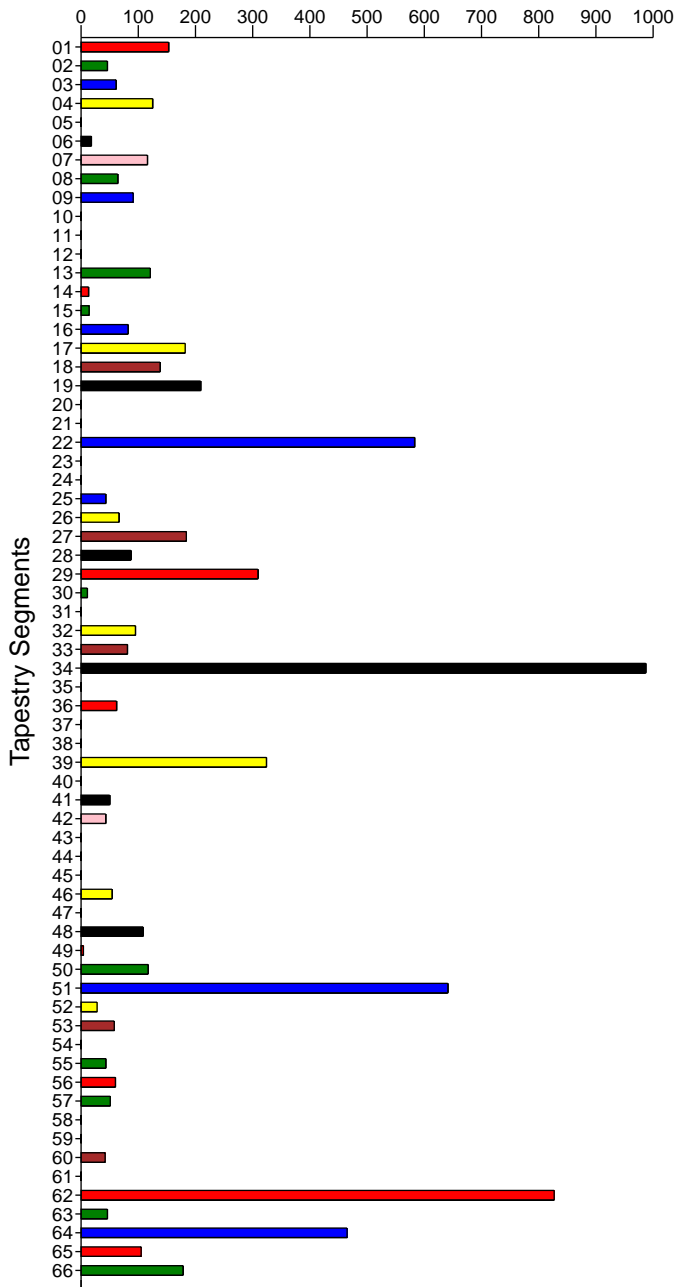
Tapestry Segmentation Area Profile

Prepared by ARMS

Counties: Jefferson, AL

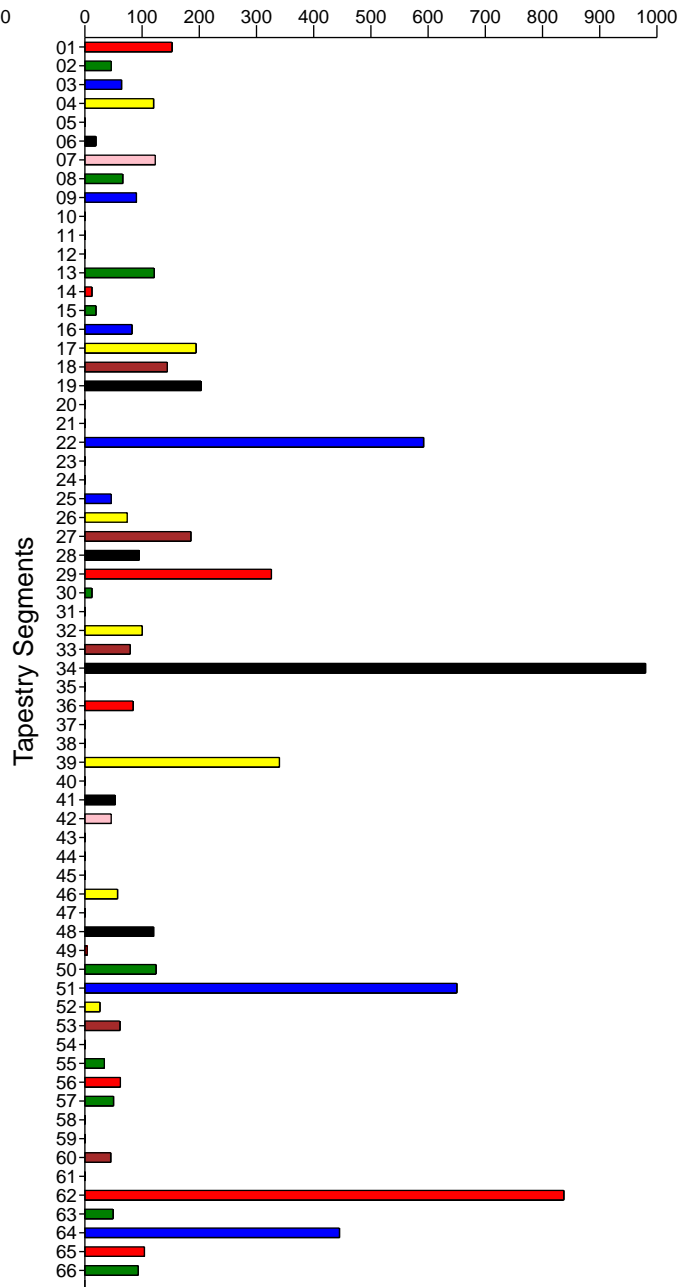
Tapestry Indexes by Households

Index



Tapestry Indexes by Population

Index



Source: ESRI



Tapestry Segmentation Area Profile

LifeMode Groups
Prepared by ARMS

Counties: Jefferson, AL

Tapestry LifeMode Groups	2007 Households			2007 Population		
	Number	Percent	Index	Number	Percent	Index
Total	270,175	100.0%		665,775	100.0%	
L1. High Society	23,661	8.8%	70	64,820	9.7%	70
01 Top Rung	2,865	1.1%	153	7,810	1.2%	152
02 Suburban Splendor	2,130	0.8%	46	6,018	0.9%	46
03 Connoisseurs	2,313	0.9%	61	5,993	0.9%	64
04 Boomburbs	7,354	2.7%	125	20,437	3.1%	120
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	1,291	0.5%	18	3,833	0.6%	19
07 Exurbanites	7,708	2.9%	116	20,729	3.1%	123
L2. Upscale Avenues	41,002	15.2%	110	103,038	15.5%	113
09 Urban Chic	3,298	1.2%	91	7,356	1.1%	90
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	8,069	3.0%	121	18,530	2.8%	121
16 Enterprising Professionals	3,721	1.4%	82	7,917	1.2%	82
17 Green Acres	15,379	5.7%	182	42,247	6.3%	194
18 Cozy and Comfortable	10,535	3.9%	138	26,988	4.1%	144
L3. Metropolis	58,664	21.7%	407	143,180	21.5%	403
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	18,741	6.9%	583	39,131	5.9%	592
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	16,670	6.2%	641	45,593	6.8%	650
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	23,253	8.6%	827	58,456	8.8%	837
L4. Solo Acts	24,143	8.9%	131	46,894	7.0%	138
08 Laptops and Lattes	1,764	0.7%	64	3,187	0.5%	66
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	6,670	2.5%	184	10,608	1.6%	185
36 Old and Newcomers	3,296	1.2%	62	8,603	1.3%	84
39 Young and Restless	12,413	4.6%	324	24,496	3.7%	340
L5. Senior Styles	29,842	11.0%	89	68,281	10.3%	98
14 Prosperous Empty Nesters	659	0.2%	13	1,353	0.2%	12
15 Silver and Gold	346	0.1%	14	929	0.1%	19
29 Rustbelt Retirees	17,568	6.5%	309	41,342	6.2%	326
30 Retirement Communities	427	0.2%	11	899	0.1%	12
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	121	0.0%	4	274	0.0%	4
50 Heartland Communities	6,872	2.5%	117	16,191	2.4%	124
57 Simple Living	1,995	0.7%	51	4,000	0.6%	50
65 Social Security Set	1,854	0.7%	105	3,293	0.5%	104
L6. Scholars & Patriots	1,489	0.6%	38	3,902	0.6%	32
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	927	0.3%	43	1,704	0.3%	34
63 Dorms to Diplomas	562	0.2%	46	2,198	0.3%	49

Source: ESRI



Tapestry Segmentation Area Profile

LifeMode Groups
Prepared by ARMS

Counties: Jefferson, AL

Tapestry LifeMode Groups	2007 Households			2007 Population		
	Number	Percent	Index	Number	Percent	Index
Total	270,175	100.0%		665,775	100.0%	
L7. High Hopes	10,719	4.0%	96	26,976	4.1%	105
28 Aspiring Young Families	5,542	2.1%	87	14,359	2.2%	95
48 Great Expectations	5,177	1.9%	108	12,617	1.9%	120
L8. Global Roots	2,173	0.8%	10	5,327	0.8%	8
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	1,160	0.4%	28	2,543	0.4%	26
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	1,013	0.4%	42	2,784	0.4%	45
61 High Rise Renters	0	0.0%	0	0	0.0%	0
L9. Family Portrait	19,542	7.2%	95	51,085	7.7%	85
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	10,857	4.0%	209	28,946	4.3%	203
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	8,685	3.2%	465	22,139	3.3%	445
L10. Traditional Living	35,666	13.2%	149	89,626	13.5%	160
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	7,337	2.7%	95	18,109	2.7%	100
33 Midlife Junction	5,447	2.0%	81	11,697	1.8%	79
34 Family Foundations	22,882	8.5%	987	59,820	9.0%	980
L11. Factories & Farms	11,157	4.1%	43	28,708	4.3%	46
25 Salt of the Earth	3,171	1.2%	43	8,392	1.3%	46
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	3,175	1.2%	43	8,184	1.2%	46
53 Home Town	2,351	0.9%	58	5,825	0.9%	61
56 Rural Bypasses	2,460	0.9%	60	6,307	0.9%	62
L12. American Quilt	12,106	4.5%	49	33,026	5.0%	54
26 Midland Crowd	6,548	2.4%	66	18,609	2.8%	74
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
41 Crossroads	2,024	0.7%	50	5,470	0.8%	53
46 Rooted Rural	3,534	1.3%	54	8,947	1.3%	57
66 Unclassified	11	0.0%	178	912	0.1%	93

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The Index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the U.S. average. Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Source: ESRI



Tapestry Segmentation Area Profile

Urbanization Groups

Prepared by ARMS

Counties: Jefferson, AL

Tapestry Urbanization Groups	2007 Households			2007 Population		
	Number	Percent	Index	Number	Percent	Index
Total	270,175	100.0%		665,775	100.0%	
U1. Principal Urban Centers I	8,434	3.1%	40	13,795	2.1%	27
08 Laptops and Lattes	1,764	0.7%	64	3,187	0.5%	66
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	6,670	2.5%	184	10,608	1.6%	185
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
U2. Principal Urban Centers II	10,539	3.9%	82	25,432	3.8%	68
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	8,685	3.2%	465	22,139	3.3%	445
65 Social Security Set	1,854	0.7%	105	3,293	0.5%	104
U3. Metro Cities I	41,795	15.5%	137	97,153	14.6%	128
01 Top Rung	2,865	1.1%	153	7,810	1.2%	152
03 Connoisseurs	2,313	0.9%	61	5,993	0.9%	64
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	3,298	1.2%	91	7,356	1.1%	90
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	3,721	1.4%	82	7,917	1.2%	82
19 Milk and Cookies	10,857	4.0%	209	28,946	4.3%	203
22 Metropolitans	18,741	6.9%	583	39,131	5.9%	592
U4. Metro Cities II	47,295	17.5%	160	115,702	17.4%	174
28 Aspiring Young Families	5,542	2.1%	87	14,359	2.2%	95
30 Retirement Communities	427	0.2%	11	899	0.1%	12
34 Family Foundations	22,882	8.5%	987	59,820	9.0%	980
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52 Inner City Tenants	1,160	0.4%	28	2,543	0.4%	26
60 City Dimensions	1,013	0.4%	42	2,784	0.4%	45
63 Dorms to Diplomas	562	0.2%	46	2,198	0.3%	49
U5. Urban Outskirts I	19,868	7.4%	67	51,163	7.7%	68
04 Boomburbs	7,354	2.7%	125	20,437	3.1%	120
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	7,337	2.7%	95	18,109	2.7%	100
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	5,177	1.9%	108	12,617	1.9%	120

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Total	270,175	100.0%		665,775	100.0%	
U6. Urban Outskirts II	42,845	15.9%	304	109,753	16.5%	309
51 Metro City Edge	16,670	6.2%	641	45,593	6.8%	650
55 College Towns	927	0.3%	43	1,704	0.3%	34
57 Simple Living	1,995	0.7%	51	4,000	0.6%	50
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	23,253	8.6%	827	58,456	8.8%	837
U7. Suburban Periphery I	20,203	7.5%	48	51,392	7.7%	48
02 Suburban Splendor	2,130	0.8%	46	6,018	0.9%	46
06 Sophisticated Squires	1,291	0.5%	18	3,833	0.6%	19
07 Exurbanites	7,708	2.9%	116	20,729	3.1%	123
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
13 In Style	8,069	3.0%	121	18,530	2.8%	121
14 Prosperous Empty Nesters	659	0.2%	13	1,353	0.2%	12
15 Silver and Gold	346	0.1%	14	929	0.1%	19
U8. Suburban Periphery II	35,901	13.3%	136	85,852	12.9%	141
18 Cozy and Comfortable	10,535	3.9%	138	26,988	4.1%	144
29 Rustbelt Retirees	17,568	6.5%	309	41,342	6.2%	326
33 Midlife Junction	5,447	2.0%	81	11,697	1.8%	79
40 Military Proximity	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
53 Home Town	2,351	0.9%	58	5,825	0.9%	61
U9. Small Towns	9,017	3.3%	69	21,935	3.3%	73
41 Crossroads	2,024	0.7%	50	5,470	0.8%	53
49 Senior Sun Seekers	121	0.0%	4	274	0.0%	4
50 Heartland Communities	6,872	2.5%	117	16,191	2.4%	124
U10. Rural I	25,098	9.3%	83	69,248	10.4%	93
17 Green Acres	15,379	5.7%	182	42,247	6.3%	194
25 Salt of the Earth	3,171	1.2%	43	8,392	1.3%	46
26 Midland Crowd	6,548	2.4%	66	18,609	2.8%	74
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
U11. Rural II	9,169	3.4%	44	23,438	3.5%	46
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	3,175	1.2%	43	8,184	1.2%	46
46 Rooted Rural	3,534	1.3%	54	8,947	1.3%	57
56 Rural Bypasses	2,460	0.9%	60	6,307	0.9%	62
66 Unclassified	11	0.0%	178	912	0.1%	93

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